$0.01 \leq x \leq 0.4$,

$[x/(2.6n)] \leq y \leq [x/6.1n)]$, and

$5 \leq n \leq 6$,

said ferrite magnet substantially having a magnetoplumbite crystal structure, the R element and/or the M element being added in the form of a compound both at a mixing step before calcination and at a pulverization step after calcination.

25. (Amended) The ferrite magnet according to claim 14, ~~wherein the~~ concentration of said R element ~~is higher~~ in crystal grain boundaries than in said magnetoplumbite crystal grains.

37. (Amended) A method for producing a ferrite magnet having a basic composition represented by the following general formula:

$(A_{1-x}R_x)O \cdot n[(Fe_{1-y}M_y)_2O_3]$ by atomic ratio,

wherein A is Sr and/or Ba, R is at least one rare earth element including Y, M is at least one element selected from the group consisting of Co, Mn, Ni and Zn, and x, y and n are numbers meeting the following conditions:

$0.01 \leq x \leq 0.4$,

$[x/(2.6n)] \leq y \leq [x/(1.6n)]$, and

$5 \leq n \leq 6$,

said ferrite magnet substantially having a magnetoplumbite crystal structure, said method comprising the steps of adding a compound of the R element and/or the M element at a

percentage of more than 0 atomic % and 80 atomic % or less, on an element basis, at a step of uniformly mixing a compound of Sr and/or Ba with an iron compound;

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calcining the resultant uniform mixture;

adding the remaining amount of said compound of the R element and/or the M element to the resultant calcined powder at a pulverization step thereof; and

sintering the resultant mixture.